

LEO BURNETT U.S.A.

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Ad No. 2667-B—Plate 1—Crested Wagon Crossing—JB—Mag. Nov. 1986—Pages 4 color—Black—8 1/2 x 11 1/4 in.—National Magazine, 1987 (A)
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**Come to where the flavor is.
Come to Marlboro Country.**

A black and white photograph of a stagecoach with two men in period clothing (hats and long coats) driving horses through a rugged, rocky landscape. The scene is set in a valley with steep, rocky hills in the background. In the bottom right corner, two packs of Marlboro cigarettes are displayed: a pack of Marlboro Lights and a pack of Marlboro 100's. The Marlboro 100's pack is prominently featured in the foreground.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

**Marlboro Red or Lights are 100's
and are a lot like.**

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